

**Vision of California agriculture by 2030:**

California agriculture will continue its corporate and global evolution, expanding world markets while continuing to contribute significantly to California's economy. At the same time there will be increased agricultural development in local communities, focusing on small farming/ranching ventures to supply local neighborhoods.

**Biggest challenges in achieving that vision:**

Corporate farming:

- Increasing pressure on natural resources such as water. Encroachment of growing population on fertile farming land.
- Escalating costs of production, particularly with respect to energy and labor.
- Developing leadership and an agriculturally knowledgeable workforce.
- Continually improving sustainable agricultural techniques as well as the technology related to growing, packing and shipping products.

Local farming:

- Creating profitability given the economies of scale relative to small farming ventures.
- Marketing to local communities.

**Public perception of agriculture:**

In recent years the public has become increasingly disconnected to agriculture -- not understanding that the source of all their nourishment comes from agriculture -- from farming and ranching. Concurrently we are experiencing a national health crisis with the advent of increasing obesity in our population. It is imperative that we educate our citizens regarding healthy food consumption and increase their knowledge and appreciation of California agriculture.

**Must Have in an Ag Vision of California:**

The network of California Fairs is a "must have" in a California Ag Vision.

- Fairs can provide the forum for public education and marketing agriculture to our communities. A stronger and more mutually beneficial partnership needs to be developed between agriculture and fairs. It is the fairs of California that can effectively create direct outreach programs to promote agriculture.
- Fairs provide the community anchors for programs focused on the development of youth in agriculture. Future Farms of America, 4-H and Grange are all significantly involved in our exhibit competitions. It is the fairs of California that provide the experiential opportunities for the development of our future leaders in agriculture.
- Fairs need to continue in their strong, traditional role or providing a forum for exploring new ideas, technologies and products to inspire the evolution of agriculture.

Thank you for the opportunity to participate,

Sandy

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Sandy Woods, Deputy Manager  
Nevada County Fair